

Rep Order# 8846733 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36971

Printed: 08/15/2012 1:35 PM
Last Received: 08/15/2012 9:19 AM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () RESTORE OUR FUTURE
Product ISSUE
Estimate# 501
Buyer KAREN BECKINI
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //501
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MISTY
PLEASE SEE REVISION TO LINES 5 & 8...
ADD LINES 17 & 18 AS MAKEGOODS
NO CHANGE IN TOTAL
PLEASE CONFIRM
THANKS
GREG

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|---------------------------------|-----|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 5P-630P | | :30 | \$2,000.00 | 08/14-08/17 | 6 | 1 | 6 | \$12,000.00 | |
| | | | | Buyline Comment: 5P NEWS | | | | | | | | |
| | 2 | TU-F | 630P-7P | | :30 | \$2,000.00 | 08/14-08/17 | 4 | 1 | 4 | \$8,000.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |
| | 3 | TU-F | 7P-8P | | :30 | \$2,000.00 | 08/14-08/17 | 4 | 1 | 4 | \$8,000.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |
| | 4 | TU-F | 11P-1135P | | :30 | \$2,000.00 | 08/14-08/17 | 2 | 1 | 2 | \$4,000.00 | |
| | | | | Buyline Comment: 11P NEWS | | | | | | | | |
| | *5 | TU | 10P-11P | | :30 | \$8,500.00 | 08/14-08/14 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: 48HR MYSTERY | | | | | | | | |
| | | | | [MADE-GOOD BY LINE(S) 17] | | | | | | | | |
| | | | | V3 Effective Dates Changed | | | | | | | | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------|--|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *17 | SU | 7P-8P | 60 MINUTES | :30 | \$8,500.00 | 08/19-08/19 | 1 | 1 | 1 | \$8,500.00 | |
| | | | | Sales Remark: V3 MAKEGOOD | | | | | | | | |
| | | | | [MKGD FOR SPOTS MISSED ON LN #5: 8/14(1/WK)] | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | 6 | W | 10P-11P | | :30 | \$15,000.00 | 08/15-08/15 | 1 | 1 | 1 | \$15,000.00 | |
| | | | | Buyline Comment: CSI | | | | | | | | |
| | 7 | TH | 10P-11P | | :30 | \$10,000.00 | 08/16-08/16 | 1 | 1 | 1 | \$10,000.00 | |
| | | | | Buyline Comment: PERSON OF INTEREST | | | | | | | | |
| | *8 | SA | 7P-8P | | :30 | \$600.00 | 08/18-08/18 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: ET WKND | | | | | | | | |
| | | | | [MADE-GOOD BY LINE(S) 18] | | | | | | | | |
| | | | | V3 Effective Dates Changed | | | | | | | | |
| | *18 | TH-F | 5A-6A | 5A NEWS | :30 | \$600.00 | 08/16-08/17 | 2 | 1 | 2 | \$1,200.00 | |
| | | | | Sales Remark: V3 MAKEGOOD | | | | | | | | |
| | | | | [MKGD FOR SPOTS MISSED ON LN #8: 8/18(2/WK)] | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | 9 | SA-SU | 11P-1135P | | :30 | \$2,000.00 | 08/18-08/19 | 2 | 1 | 2 | \$4,000.00 | |
| | | | | Buyline Comment: 11P NEWS WKND | | | | | | | | |
| | 10 | SU | 6A-630A | | :30 | \$1,100.00 | 08/19-08/19 | 1 | 1 | 1 | \$1,100.00 | |
| | | | | Buyline Comment: 6A NEWS SUN | | | | | | | | |
| | 11 | SU | 630A-8A | | :30 | \$3,500.00 | 08/19-08/19 | 1 | 1 | 1 | \$3,500.00 | |
| | | | | Buyline Comment: CBS SUN AM | | | | | | | | |
| | 12 | SU | 9P-10P | | :30 | \$7,500.00 | 08/19-08/19 | 2 | 1 | 2 | \$15,000.00 | |
| | | | | Buyline Comment: GOOD WIFE | | | | | | | | |
| | 13 | SU | 10P-11P | | :30 | \$7,500.00 | 08/19-08/19 | 1 | 1 | 1 | \$7,500.00 | |
| | | | | Buyline Comment: MENTALIST | | | | | | | | |

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|-----|-----|-------|---------|---------------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 14 | M | 5P-630P | | :30 | \$2,000.00 | 08/20-08/20 | 2 | 1 | 2 | \$4,000.00 | |
| | | | | Buyline Comment: 5P NEWS | | | | | | | | |
| | 15 | M | 630P-7P | | :30 | \$2,000.00 | 08/20-08/20 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |
| | 16 | M | 7P-8P | | :30 | \$2,000.00 | 08/20-08/20 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |

—REPORT TOTALS—

Report Totals: 32 / \$105,800.00

—SALES MONTHLY TOTALS—

Aug 12: 32 / \$105,800.00

Sales Totals: 32 / \$105,800.00

Station Totals: 32 / \$105,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$302,286 | CABL | 0% | KLAS | 35% | KSNV | 39% | KTNV | 15% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 11% | UNKN | 0% | | |

Books null
Demos RA35+